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News Release

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Back by popular demand: VICTORY® Canola's "Reaping Returns" community outreach program launches for 2011-12

Program allows 4-H club teams to earn up to \$2,500 to fund projects that improve their communities

WINNIPEG, Manitoba– Cargill's VICTORY® Hybrid Canola is once again launching its *Reaping Returns* Community Outreach Program, designed to inspire local 4-H club members to develop creative projects that make a positive impact in their communities. Each 4-H project team is eligible to receive up to \$2,500 from VICTORY® Canola and Cargill to conduct projects that focus on health and nutrition, education and/or the environment.

The program, which is open to 4-H clubs in Saskatchewan, Manitoba and Alberta as well as clubs in North Dakota, provides an opportunity for innovative 4-H project teams to receive additional matching funds through Cargill Cares.

"We were so pleased with the enthusiasm and results we saw from last year's program- there was no doubt in our minds that we were going to run this program once again," said Cargill Specialty Canola President Jenny Verner. "*Reaping Returns* allows Cargill the opportunity to truly tap into the creativity in our communities while supporting 4-H clubs across Canada and North Dakota in a way we haven't been able to do before," added Verner.

Through the *Reaping Returns* program, Cargill was able to donate \$34,000 to 4-H clubs last year. They are hoping that the 2011-12 program is just as successful.

To be eligible, 4-H club project teams must be affiliated with either the Canadian 4-H Council or U.S. National 4-H Council. Community projects must fall into one or more of the following three categories:

- Health and Nutrition
- Education
- Environmental Sustainability

Once again, Cargill is asking participating teams to create videos that explain their project and goals. As project ideas are submitted, a Cargill panel will select the projects to receive funding and notify the

selected 4-H club leaders via email. Each selected project will automatically be considered for matching funds through Cargill Cares.

Eligible participants can download a detailed program overview, funding request application and other required documents at www.victorycanola.com/reapingreturns. A free *Reaping Returns* toolkit will also be sent to clubs receiving funding, to help them successfully promote their project in their local communities via customizable posters, flyers and more.

For more information on the *Reaping Returns* program, contact Rick Wiebe at 204-947-6414 or Rick.Wiebe@cargill.com, or visit www.victorycanola.com/reapingreturns.

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About Cargill

Cargill is an international producer and marketer of food, agricultural, financial and industrial products and services. Founded in 1865, the privately held company employs 138,000 people in 63 countries. Cargill helps customers succeed through collaboration and innovation, and is committed to applying its global knowledge and experience to help meet economic, environmental and social challenges wherever it does business.

About Cargill in Canada

Headquartered in Winnipeg, Manitoba, Cargill Limited employs over 10,000 people across Canada and has business interests in meat, egg and oilseed processing, animal feed, salt, chocolate, natural gas, crop inputs, as well as grain handling, merchandising and milling. For more information, visit www.cargill.ca.

About VICTORY® Hybrid Canola

VICTORY® Hybrid Canola is a line of high-yielding canola hybrids backed by an extensive support program and financial tools from Cargill that help growers maximize returns while delivering greater peace of mind. Available in three hybrid options – the new V-Class V12-1, v1040 and v1037 – VICTORY® Canola is known for its aggressive early season growth, outstanding agronomics, proven yield performance and premier all-weather weed control with its Roundup Ready® trait.